

Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
August 11, 2008

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, August 11, 2008 at 3:30 p.m. in the City of Tempe Public Works Administration Conference Room located at 51 E. Fifth Street, Garden Level, Tempe, AZ.

Members Present: Monica Allread, Jayson Matthews, Judi Nelson, Amanda Ormond, David Strang

Members Absent: Lucy Logan, Pen Johnson, Jackie Terry

City Staff Present: Tanya Chavez, Amanda Nelson, Sue Taaffe

Guests Present: Pam Greene and Amy Rushia with Off Madison Ave.

Agenda Item 1 – Public Appearances

There was no public comment.

Agenda Item 2 – Light Rail Update

Grand Opening: Amanda Nelson updated the Committee on the plans for METRO's grand opening in December, which will be a three-day event, including a preview day for the media and preview pass holders, appreciation dinner, a ribbon cutting ceremony followed by celebrations at a number of stations, and free rides for the public during the weekend. Tempe's weeklong series of events will be called "Destination Tempe" which will include the Light Rail Grand Opening, Insight Bowl, Fiesta Bowl Block Party and Transportation Center Grand Opening.

Safety Campaign: Amanda Nelson provided an update on METRO's safety campaign, which focuses on safety communications during vehicle testing and when light rail begins operating revenue service. Judi Nelson informed the Committee that METRO and ASU have been working together to educate and inform students of the safety campaign.

Agenda Item 3 – Tempe in Motion Marketing Plan

Staff presented the Tempe in Motion Marketing Plan which included the following elements:

- Situation Analysis
- Research
- Strengths, Weaknesses, Opportunities and Threats
- Messages
- Target Markets
- Tactics
- Measureable Goals
- Budget

Consensus: The Committee approved the 2008-2009 Marketing Plan.

Agenda Item 4 – Tempe in Motion Media Plan

Staff presented the Tempe in Motion Media Plan which included the following media elements:

- Cable TV
- Print
- Street banners
- Theatre slides
- Gas Station Pump Top TV
- Web banners

Consensus: The Committee approved the 2008 Media Plan.

Agenda Item 5 – Transportation Center Grand Opening

Staff informed the Committee that the dedication for the Don Cassano Community Room will occur in early December. The grand opening for the Transportation Center will occur in conjunction with the Light Rail Grand Opening on Dec. 27. Additional information will be provided at the Sept. 15 Committee meeting.

Agenda Item 6 – Next Meeting

The next meeting is scheduled for Sept. 15, 2008 at 3:30 p.m.

Agenda Item 7 – Adjournment

Judi Nelson adjourned the meeting at 4:20 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson